

POLO RALPH LAUREN CORP
Form 4
November 10, 2004

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
FARAH ROGER N

2. Issuer Name and Ticker or Trading Symbol
POLO RALPH LAUREN CORP
[RL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
650 MADISON AVE
(Street)

3. Date of Earliest Transaction
(Month/Day/Year)
11/08/2004

Director 10% Owner
 Officer (give title below) Other (specify below)
President and COO

NEW YORK, NY 10022

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

(City) (State) (Zip)

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount | (A) or (D) | Price |
| Class A Common Stock | 11/08/2004 | | M | | 100,000 | A | \$ 16.9062 694,755.54 |
| Class A Common Stock | 11/08/2004 | | M | | 100,000 | A | \$ 13.9687 794,755.54 |
| Class A Common Stock | 11/08/2004 | | S | | 2,300 | D | \$ 38.5 792,455.54 |
| Class A Common | 11/08/2004 | | S | | 1,200 | D | \$ 38.52 791,255.54 |

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| | | | | | | | |
|----------------------------|------------|---|--------|---|----------|------------|---|
| Stock | | | | | | | |
| Class A Common Stock | 11/08/2004 | S | 900 | D | \$ 38.53 | 790,355.54 | D |
| Class A Common Stock | 11/08/2004 | S | 2,100 | D | \$ 38.54 | 788,255.54 | D |
| Class A Common Stock | 11/08/2004 | S | 1,600 | D | \$ 38.55 | 786,655.54 | D |
| Class A Common Stock | 11/08/2004 | S | 5,000 | D | \$ 38.57 | 781,655.54 | D |
| Class A Common Stock | 11/08/2004 | S | 3,900 | D | \$ 38.58 | 777,755.54 | D |
| Class A Common Stock | 11/08/2004 | S | 3,400 | D | \$ 38.59 | 774,355.54 | D |
| Class A Common Stock | 11/08/2004 | S | 4,700 | D | \$ 38.6 | 769,655.54 | D |
| Class A Common Stock | 11/08/2004 | S | 2,400 | D | \$ 38.61 | 767,255.54 | D |
| Class A Common Stock | 11/08/2004 | S | 1,400 | D | \$ 38.62 | 765,855.54 | D |
| Class A Common Stock | 11/08/2004 | S | 3,400 | D | \$ 38.63 | 762,455.54 | D |
| Class A Common Stock | 11/08/2004 | S | 6,300 | D | \$ 38.64 | 756,155.54 | D |
| Class A Common Stock | 11/08/2004 | S | 9,300 | D | \$ 38.65 | 746,855.54 | D |
| Class A Common Stock | 11/08/2004 | S | 13,400 | D | \$ 38.66 | 733,455.54 | D |
| Class A Common Stock | 11/08/2004 | S | 13,900 | D | \$ 38.67 | 719,555.54 | D |

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| | | | | | | | |
|----------------------------|------------|---|--------|---|----------|------------|---|
| Class A Common Stock | 11/08/2004 | S | 14,500 | D | \$ 38.68 | 705,055.54 | D |
| Class A Common Stock | 11/08/2004 | S | 19,800 | D | \$ 38.69 | 685,255.54 | D |
| Class A Common Stock | 11/08/2004 | S | 18,800 | D | \$ 38.7 | 666,455.54 | D |
| Class A Common Stock | 11/08/2004 | S | 1,600 | D | \$ 38.71 | 664,855.54 | D |
| Class A Common Stock | 11/08/2004 | S | 2,700 | D | \$ 38.72 | 662,155.54 | D |
| Class A Common Stock | 11/08/2004 | S | 2,600 | D | \$ 38.73 | 659,555.54 | D |
| Class A Common Stock | 11/08/2004 | S | 1,000 | D | \$ 38.74 | 658,555.54 | D |
| Class A Common Stock | 11/08/2004 | S | 4,900 | D | \$ 38.75 | 653,655.54 | D |
| Class A Common Stock | 11/08/2004 | S | 5,900 | D | \$ 38.76 | 647,755.54 | D |
| Class A Common Stock | 11/08/2004 | S | 1,400 | D | \$ 38.77 | 646,355.54 | D |
| Class A Common Stock | 11/08/2004 | S | 500 | D | \$ 38.78 | 645,855.54 | D |
| Class A Common Stock | 11/08/2004 | S | 300 | D | \$ 38.79 | 645,555.54 | D |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.